R.J. Reynolds Tobacco Company

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DATE: February 5, 1998

TO: Lori MacWilliams

RE: Promotion Assessment Response

Dear Lori,

In response to your request for feedback on 1998 promotions:

There were a few issues with one direct account for the first few promotions:

- Allocations were cut short, so the direct account did not have enough product to ship all displays with the same brand styles. The account had to set up two separate shippers for one promotion.

- Displays did not arrive at the direct account on the specified date. Also, the trucking company lost some of the Doral $1.00 off 2 pack displays; only making a partial delivery. This forced Judy Campbell; Promotions Coordinator, to search in the system throughout the regions to track down additional displays.

Retail issues concerning our promotions:

- The Winston 70¢ off 2 pack sleeve was bulky, therefore some accounts removed the product and pull-tab from the sleeve and placed a rubberband around this deal.

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Source: https://www.industrydocuments.ucsf.edu/docs/gjhn0000

- Winston single packs were being brought down to match Marlboro. The 70¢ off 2 pack deal confused retailers.

- Why do we continue to ship VAP promotions during the months we match up against PM's Marlboro/Basic program? This creates a lot of confusion at retail with cashiers. Also, double dipping continues to happen when we have a buydown in place and a shipper on the same brand family.

Lori, should you need additional information, please let me know.

Sincerely,

Renee

Renee M. Duszynski

RMD:bbv

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